Dr. R. B. Seligman August 8, 1972

J. E. Wickham

Age of Philip Morris Brands as Obtained in the FTC Market Sample #10

The Philip Morris brands obtained in the FTC Market Sample #10 were examined for their manufacturing date. The attached graphs show the age distribution (in months) of the various Philip Morris brands.

Market Sample #10 was the initial pick-up by the field personnel of the Federal Trade Commission. Previously, Western Union had been obtaining the sample. The same fifty cities were used for obtaining the sample and the sample was split between the FTC and TITL laboratories.

Two packs of each brand were picked up from a retail outlet in each of the fifty cities for both the FTC and TITL laboratories. This would make a total of 100 packs of brand for each laboratory. This is dependent upon the brand being available; therefore, in some cases less than 100 packs of each brand were obtained.

The majority (78%) of the packs obtained were less than six months old. Fifty-one (51%) percent were three months or less old. The cigarettes were picked up during September, 1971.

JEW:nwp

cc: Dr. H. Wakeham
Mr. F. E. Resnik
Mr. R. N. Thomson
Mr. L. F. Meyer

PM3000952212

Source: https://www.industrydocuments.ucsf.edu/docs/zsnk0001